

ATTACHMENT No. 7 – STANDARD AWARD

SERVICES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods

TARGET COMMUNITIES MATRIX:

Target Community	Methods	Timeframe	Measures	Evaluation Methods

PARTNERS MATRIX:

Partners	Methods	Timeframe	Measures	Evaluation Methods

EXAMPLE SERVICES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
Develop a collection of consumer-oriented materials related to HIV/AIDS and a bibliography describing key resources	Identify materials; Acquire materials; Create two bibliographies	First round - Oct. 1995; Second round - Feb. 1996	Collection funds expended; Adequacy of the collection; Comparison of collection vs. questions asked	Comparison of use log with collection
Develop electronic collection	CD-ROM; Home page; Install and setup machines; Documentation	May 1996	Resources identified; Access provided; Comparison of resources with use	Completion of tasks; Assess use of different electronic resources
Raise level of awareness of Info Ctr services with HIV/AIDS organizations and with individuals in the county	Create brochure; Identify target groups; Make contacts	March 1996; March 1996; April 1996	Development and use of mailing lists; Development and distribution of fact sheets and brochures; County-wide awareness levels; Referrals by organizations	Completion of tasks
Provide print and electronic information to HIV/AIDS affected populations	Info Ctr service	Ongoing	Availability of all services; Number of users; Type of info provided; Satisfaction; Use of in-house/electronic ILL; ILLs accomplished; ILL delivery time	Use log; User survey; GM user survey; ILL & GM counts
Train library staff, staff of related organizations and users in accessing electronic HIV/AIDS info	Public tutorials; Staff training; Tours	April 1996; Started in Jan. 1996; Started in Jan. 1996 Ongoing	Training program developed; Number of training sessions held; Number trained; Evaluation of training	Completion of tasks; Counts
Provide programs on HIV/AIDS related topics		Quarterly	Number of programs held; Attendance; Later use of services	Completion of tasks; Counts

Matrix Instructions

Use the matrices to provide an overview of your project in terms of the services you will provide, the population groups that you will reach, and the partner organizations. The matrices will provide NLM with summary information on how you plan to carry out and evaluate your project. Use as many rows as necessary to describe the project. You may be able to reduce the amount of narrative text through the effective use of the summary matrices.

Services matrix:

The first column should indicate the major services proposed (i.e. collection development, promotion, training, Grateful Med access, Internet access, or programming). An example service might be to train library staff, staff of related organizations and users in accessing electronic HIV/AIDS information. Under the methods columns, indicate the tasks that need to be performed in order to plan and execute the service (i.e. develop training module). In the timeframe column, indicate when tasks will be carried out.

The last two columns of the matrix should reflect your plans for evaluating the project. NLM is interested in two general types of evaluation related to services:

1. Did you complete the tasks as planned?
2. Were the services used?
3. What factors contributed to success or failure in carrying out the tasks?

In most cases, the method for evaluating whether or not a task was completed is simply to record whether it was completed or not. Questions 2 and 3 are likely to require such evaluation methods as tallies or counts of activities and the reflections of people involved in the project to address how well particular approaches worked. An elaborate evaluation plan is not required. Focus on the questions that you think are key to understanding your project.

Target community matrix:

The first column should focus on the particular groups to which services will be provided (i.e. affected individuals within our county, or staff and clients of county prevention programs and services, etc). Create separate rows of the target community matrix for groups that will be provided different services. In general, complete the columns of the target community matrix in the same way as the service matrix. The last two columns are evaluation-related and focus on awareness and use of the project's services by the target community. Where possible, the columns also address the effects of the services on users. Among the evaluation methods to consider are tallies or counts of services used and some sort of user survey in which you determine whether or not users were satisfied with the service they received and found the information useful.

Partners matrix:

The first column of the partners matrix should indicate the different groups with which you will work to carry out your project (i.e. particular community-based organizations, government units, or libraries). In the methods column, indicate activities that will be carried out both jointly (e.g. joint development of a training session) and separately (e.g. the library will distribute brochures). In addition to completing the specified tasks, an evaluation method that you might find useful for partnership activities is a phone call or visit to the partner at the end of the project to obtain their assessment of both the project and the partnership.

